



July 28, 2020

Attention: All Dealer Principals

Kia Motors America, Inc. is conducting a Voluntary Emissions Service Campaign to install an Auxiliary Canister Kit to improve evaporative system performance on certain 2011-2015 MY Kia Optima vehicles equipped with the 2.4-liter engine manufactured from August 12, 2010 through July 23, 2015.

Kia has become aware of some 2011-2015 MY Optima vehicles that may have been produced with evaporative canisters that can cause the vehicle to release air pollutants that exceed Federal and California emissions standards.

Your Service Manager was sent a copy of the owner notification letter and a Q&A guide for campaign questions, both of which describe the issue. **Also included are samples of the Proof of Correction Card, under hood completion label, and information on how to access the list of affected 2011-2015 MY Optima vehicles on WEBDCS. NOTE: The Proof of Correction Cards and under the hood campaign labels are for California and S.177 State dealers use only.** The owner notification will be mailed on **July 31, 2020.**

What Should You Do

Please make certain the appropriate personnel in your dealership are familiar with the details of this Emissions Service campaign to ensure proper responses to customer inquiries and requests to have the campaign performed on their 2011-2015 MY Kia Optima vehicles.

For California Dealers ONLY

- The State of California has implemented the Registration Renew / Tie-In Program that requires the completion of Emissions campaigns prior to vehicle registration renewal.
- Be sure to provide a completely filled out Proof of Correction Card to each owner upon completion of the campaign for owner use as proof during registration renewal.

For Connecticut, Delaware, Maine, Maryland, Massachusetts, New Jersey, New York, Oregon, Pennsylvania, Rhode Island, Vermont, and Washington dealers ONLY:

- The above-named states require that a completely filled out Proof of Correction Card be provided to each owner for use, if requested, at vehicle registration renewal.

LEGAL PRIVACY LIABILITY NOTICE: Pursuant to the terms of the Dealer Sales and Service Agreement and the Gramm-Leach-Bliley federal consumer privacy act, you are required to keep confidential any and all information and documents provided to you by Kia Motors America, Inc. or generated by you in the conduct of carrying out work under that Agreement regarding Kia vehicle purchasers and owners, including but not limited to warranty claim information. Kia dealers may use such owner information for the sole purpose of conducting and performing this Emissions Recall campaign, and for no other purpose.

Your prompt attention in completing this repair is appreciated. If you have any questions, please contact your Kia District Parts & Service Manager.

Sincerely,

Kia Service Department

Enclosures